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ABSTRACT OF THE DISCLOSURE

A search is conducted through a registered large advertising list to judge whether there are at least two large ad advertisers with credit of at least ~~one~~ ^{one} in the large ad list. If not, free printing is inhibited. If so, a search is made for small ad advertisers to check if there are at least three small ad advertisers with credit of at least ~~one~~ ^{one}. If not, free printing is inhibited. If so, free printing is allowed. In this way, an image output system can be provided capable of producing a high image quality print with a sub image added thereto at no charge or a small charge by imposing a certain limit.